



# USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/13 thru 05/19.

(prices in dollars per carton)

Fri. May 13, 2022

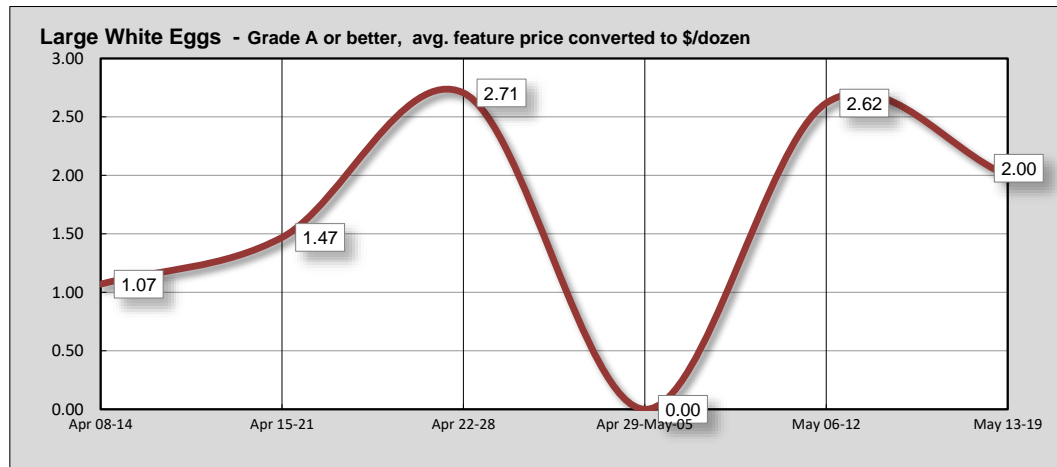
SHELL EGG NATIONAL SUMMARY											
Feature Rate		THIS WEEK			PREVIOUS WEEK			PREVIOUS YEAR			
		8.1% of 29,200 stores			23.3% of 29,200 stores			23.2% of 29,200 stores			
		X LARGE		LARGE	X LARGE		LARGE	X LARGE		LARGE	
		Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA										
	White 12 pack						49 1.69			343 1.03	
	White 18 pack									11 2.50	
	Brown 12 pack										
	USDA GRADE A										
	White 12 pack						96 3.09			190 1.17	
SPECIALTY	White 18 pack			11 3.00						107 1.59	
	Brown 12 pack			13 3.00							
	USDA ORGANIC										
	White 12 pack							70 2.50		49 2.50	
	Brown 12 pack			510 4.09	288 4.49	631 4.10				907 4.13	
	OMEGA-3										
	White 12 pack	15 1.99	435 2.92			1,891 2.21	103 2.51	1,127 2.41			
	Brown 12 pack					65 3.50					
	CAGE-FREE										
	White 12 pack						198 1.99			341 1.85	
Brown 12 pack	240 3.00	1,254 2.58			3,579 2.42			3,207 2.44			
VEGETARIAN FED											
White 12 pack											
Brown 12 pack			43 1.99			389 2.87			189 2.29		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	24	145	651	Large Eggs on
Specialty	2,497	7,041	5,993	May-09-2022
Total (includes MD)	2,521	7,203	6,753	722.5
Special Rate 4/	0.3%	0.0%	1.0%	down 1.9%

5/ 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs remains limited and very hard to find. As a result, features are fewer in number when compared to a week ago. The average price of Grade A, or better Large White eggs is lower. The percentage of "no price" specials is higher than last week but overall retailers remain reluctant to offer incentives to consumers. Advertisements of Extra Large and Medium eggs have vanished from flyers. Specialty egg featuring is not as active as the previous week. Promotions for all egg types in this category are fewer in number. Feature activity for liquid egg products has tapered off.



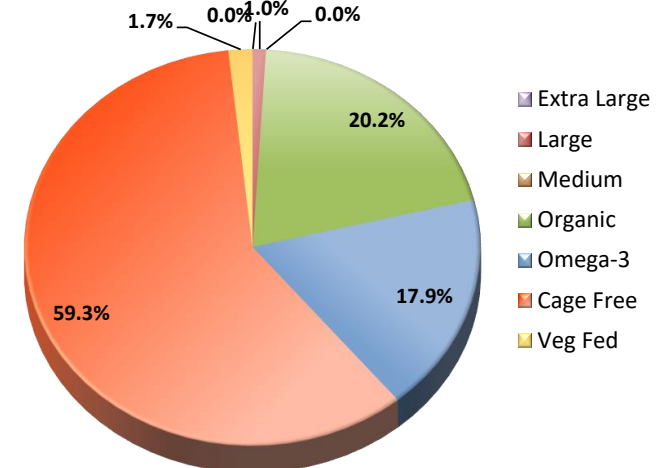
All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

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## This Week's Shell Egg Featuring by Category



		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate <sup>1/</sup> Activity Index <sup>4/</sup>		9.1% of 5,500 sampled outlets Activity Index = 729 (includes Medium)						5.0% of 7,400 sampled outlets Activity Index = 260 (includes Medium)						20.3% of 6,100 sampled outlets Activity Index = 1,268 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				3.00	13	3.00												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
	USDA ORGANIC White 12 pack Brown 12 pack				3.99 - 4.49	310	4.16										3.99	200	3.99
	OMEGA-3 White 12 pack Brown 12 pack	1.99	3	1.99	3.99 - 4.29	154	4.14	1.99	12	1.99	2.00 - 2.64	20	2.29				2.00 - 2.50	136	2.18
	CAGE-FREE White 12 pack Brown 12 pack	3.00	22	3.00	3.49 - 4.99	227	4.29	3.00	218	3.00	3.79	10	3.79				1.99 - 3.29	889	2.16
	VEGETARIAN FED White 12 pack Brown 12 pack																1.99	43	1.99
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		3.2% of 4,900 sampled outlets Activity Index = 158 (includes Medium)						0.0% of 3,800 sampled outlets Activity Index = 0 (includes Medium)						7.3% of 1,300 sampled outlets Activity Index = 95 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				3.00	11	3.00												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																		
	OMEGA-3 White 12 pack Brown 12 pack				2.00 - 2.69	125	2.33												
	CAGE-FREE White 12 pack Brown 12 pack				2.32	22	2.32										2.33	95	2.33
	VEGETARIAN FED White 12 pack Brown 12 pack																		

		ALASKA (AK)						HAWAII (HI)					
Feature Rate “ Activity Index “		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
	OMEGA-3												
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
	Brown 12 pack				2.33	11	2.33						
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												

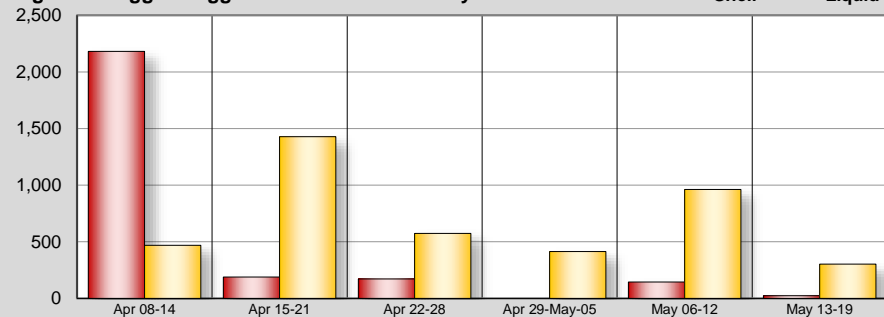


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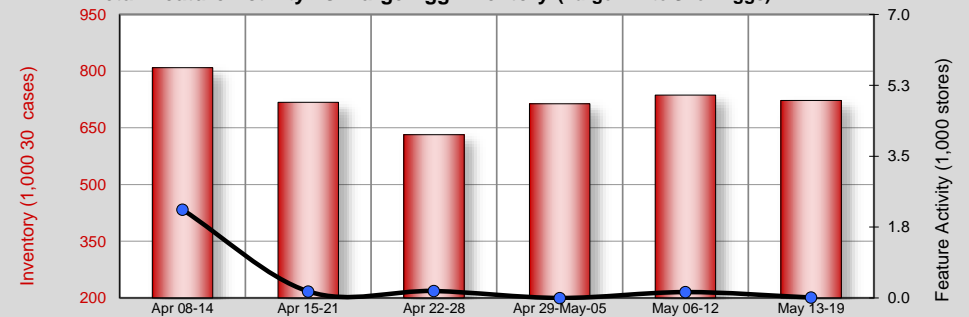
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.3%	2.3%	1.4%	1.7% of 5,500 sampled	0.0% of 7,400 sampled	0.0% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	303	962	411	Activity Index = 259	Activity Index = 44	Activity Index = 0	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	92 3.49	484 2.80	346 2.29	3.49 48 3.49	3.49 44 3.49				
32 oz. crtn	211 5.55	478 5.19	65 4.99	4.99 - 5.99 211 5.55					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.0% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

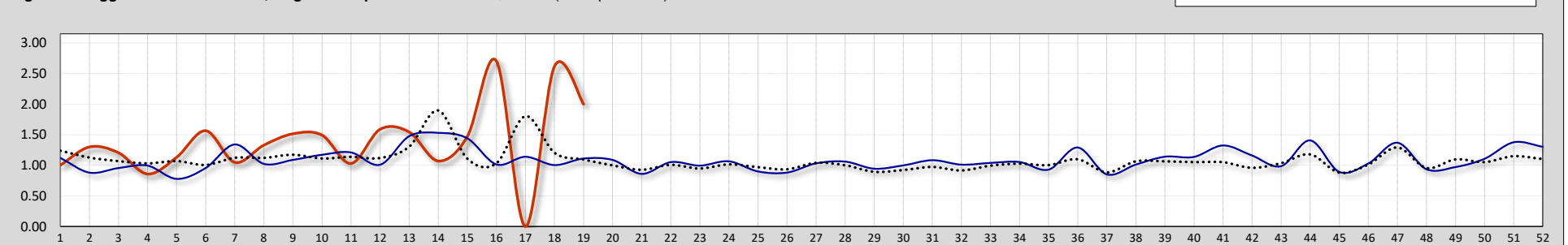
Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>